



# THE MARKETING MEMO

**November/December 2005**

**Marketing Branch**

**Division of Marketing Services**

**California Department of Food and Agriculture**

**1220 N St., Sacramento, CA 95814**

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## **PROGRAM ISSUES**

### **CALIFORNIA ASPARAGUS COMMISSION CONTINUED:**

The Branch conducted a continuation referendum in October among asparagus producers. In order for the Asparagus Commission to be re-approved and continue for up to a five-year period, a majority of the eligible producers voting in the referendum must vote in favor of continuance. Eighty-six percent of the producers voted in favor of continuation, which exceeds the requirement for continuation. Thus, the program will continue for another five years. If you have any questions, please contact Janyce Wong at the Marketing Branch.

### **CUT FLOWER COMMISSION CONTINUED:**

A referendum among cut flower growers was conducted in November to determine if the Commission should be continued. In order for the program to remain in effect a majority of those growers voting must favor continuation.

Out of 70 eligible growers a total of 55 (56.4%) voted in favor of continuation. Based upon these results, the Department certified that there had been a favorable industry vote, thus enabling the continuation of the Commission for another 5 years. If you have any questions please contact Kathy Diaz-Cretu at the Marketing Branch.

### **PEACH AND NECTARINE INDUSTRIES ASK CDFA TO CONSIDER NEW MO:**

The California peach and nectarine industries have formally approached the Marketing Branch to request that the implementation of a state marketing order for these two commodities be considered. If implemented, the proposed program will replace the individual federal marketing orders that currently exist for peaches and nectarines. We will be working with the industry in the following months to identify the specific needs of the industry and compile the grower lists. It is anticipated that a hearing to consider implementation will be held in late January 2006. If you have any questions, please contact Kathy Diaz-Cretu at this office.

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## **ADMINISTRATIVE ISSUES**

### **ETHICS TRAINING CERTIFICATION PROCEDURES FOR MARKETING ORDERS, AGREEMENTS, AND COUNCILS:**

Just a reminder that marketing orders, agreements, and councils are required to complete ethics training. First time appointed members and alternate members must complete the training and file a certification with your program within 6 months of assuming their position. All other members and alternates need to complete ethics

training and file the appropriate certification every 2 calendar years thereafter. Program Executives must retain the signed original certificates. Please note that CDFA does not collect this information from commissions, even though commission members and alternates are required to complete ethics orientation.

For programs that completed this training in 2003 it is now time to complete the updated training. The Branch is in the process of obtaining copies of the training materials in CD format. We will forward the training materials to all Marketing Orders, Agreements and Councils once we receive them.

If you have any questions regarding the process, please contact Beth Jensen at the Branch, 916-341-6005, or email: [bjensen@cdfa.ca.gov](mailto:bjensen@cdfa.ca.gov).

#### **TABLE OF DUE DATES:**

As a reminder of upcoming due dates, we are providing the following Table. Please call your Economist/Analyst at 916-341-6005 if you have any questions.

<b>TABLE OF DUE DATES</b>		
<b>Item</b>	<b>Applies To:</b>	<b>Due Date</b>
<b>Quarterly Contract Report</b>	Marketing Orders, Agreements and Councils	<b>Qtr 3, 2005</b> <b>Was Due: October 31, 2005</b> (July - September 2005)
		<b>Qtr 4, 2005</b> <b>Due: January 31, 2006</b> (October - December 2005)
<b>Ethics Training</b>	Marketing Orders, Agreements and Councils	Members must complete the training in the time frames below and submit the certification to their marketing program executive: <ul style="list-style-type: none"> <li>• New members: within six months of assuming their position.</li> <li>• Continuing members: every two calendar years.</li> </ul> <b>Program Executives must retain the signed original certificates. A list of board members and alternates with the dates they completed the orientation, must be sent to Beth Jensen of the Marketing Branch</b>
<b>Member Lists</b>	Marketing Orders, Agreements, Councils, and Commissions	As soon as possible after any changes. Please be sure to include individual contact information: addresses, phone numbers and e-mail addresses.
<b>Financial Audits</b>	Marketing Orders, Agreements and Councils	Three copies due to Branch 30 days after completion.

#### **GENERAL INFORMATION**

#### **THE BRANCH WELCOMES BACK JEANNE WEXLER:**

Jeanne Wexler's temporary assignment with the Secretary of State's office recently ended. Jeanne has returned to the Branch and will be handling special projects.

## **ASSEMBLY BILL 1061**

AB 1061 passed the legislature and was signed by the governor. This Agricultural Omnibus bill included provisions that will put in place an expedited mediation and arbitration process for handling commodity payment disputes between growers and dealers. The Market Enforcement Branch will implement the new law. The effective date of the new law is January 1, 2006.

## **POLICY MANUAL REVISION COMMITTEE MEETING:**

The Marketing Branch held the fourth meeting of the Policy Manual Revision Committee on November 4 and the fifth meeting on December 9. Both were very productive meetings with great participation by the attending committee members. The next meeting of the Committee has been scheduled for January 11, 2006. If you would like to review copies of the latest drafts, please contact Beth or Lynn at the Branch.

## **DEFERRED COMPENSATION – SAVINGS PLUS PROGRAM**

We are pleased to inform you that full-time marketing program employees are eligible to enroll in the State of California's Deferred Compensation Savings Plus Program. We currently have 4 programs that are using this service for their employees. For your information, this program does not apply to marketing program contractors. We strongly suggest that marketing programs interested in participating first obtain Board approval.

Once approved, your program may enroll only if the Branch administers the contributions. Once you have assisted your staff in signing up, you must send one check to the Branch every month with the total contributions from all staff that chose to join. The Branch then forwards the information and contributions to the CDFA liaison that administers the rest of the process.

If you have additional questions about the enrollment process or your program plans to participate, please contact Kim Jagelka in the Marketing Branch at (916) 341-6005

## **SECRETARY KAWAMURA ANNOUNCES VACANCIES ON CERTIFIED FARMERS' MARKET ADVISORY COMMITTEE:**

Secretary A.G. Kawamura is announcing eight member vacancies and nine alternate member vacancies on the Certified Farmers' Market Advisory Committee. Appointments will be: five certified producer representatives, six alternate certified producer representatives, two certified farmers' market manager representatives, two alternate certified farmers' market manager representatives, one county agricultural commissioner representative, and one alternate agricultural commissioner representative.

The certified producer representatives must be active in the direct sales or marketing of certified agricultural products at certified farmers' markets.

The Certified Farmers' Market Advisory Committee is charged with making recommendations to the Secretary on legislation, regulations, enforcement issues, administrative policies and procedures pertaining to the direct marketing of agricultural products at certified farmers' markets. Members serve for a term of two years and receive no compensation, but are entitled to payment of travel expenses.

Individuals interested in being considered for appointment as a member or an

alternate member should send a letter of consideration and include a letter of recommendation from the industry. Nominations will be accepted until the positions are filled. Nominations can be sent to Janice Price, California Department of Food and Agriculture, Inspection Services Division, Certified Farmers' Market Program, 1220 N Street, Sacramento, CA 95814 or emailed to [JPrice@cdfa.ca.gov](mailto:JPrice@cdfa.ca.gov). For additional information contact Janice Price, (916) 445-2180, extension 3510.

### **CDFA TAKES FIRST STEPS IN CREATING NEW INTERNATIONAL TRADE RELATIONSHIPS:**

The California Department of Food and Agriculture met this week with agricultural trade policy negotiators from Africa and Asia to establish trade relationships and provide a California perspective on U.S. trade policy. The meeting included discussions on avian influenza, agricultural trade issues and food safety concerns.

California farmers and ranchers, on average, export an estimated 20 percent of what they produce. California is the largest agricultural export state in the nation with more than \$8 billion in food and agriculture exports. However, the potential of California exports is restricted by a variety of trade barriers. Among these barriers are tariffs, production subsidies, and tariff rate quotas. Through negotiations, agreements on trade differences can be reached, allowing for the expansion of overall trade.

"Trade is a vital component of California agriculture," said Robert Tse, CDFA Director of Trade. "The more we can do to open doors for trade, like Governor Schwarzenegger's China trade mission, the more California benefits."

The trade policy delegation consisted of representatives from South Africa, Ghana, Sri Lanka and Jordan. The negotiators are traveling as part of a USDA funded program and will also be meeting with representatives from the US Department of Agriculture, the Office of the US Trade Representative and Congress. Last year, California exported more than \$28 million in agricultural products to countries represented on the delegation.

### **MARKETING PROGRAM AND MARKETING BRANCH JOB ANNOUNCEMENTS:**

We routinely include notices of job openings with California marketing programs and other agricultural organizations in the Marketing Memo. Please contact Beth Jensen at 916-341-6005, or via e-mail at [bjensen@cdfa.ca.gov](mailto:bjensen@cdfa.ca.gov) to include information in this section.

### **PEST DETECTION ADVISORY**

Attached is the Pest Detection Advisory of current pests affecting California agricultural products. If you have questions regarding this listing, please contact the CDFA Pest Detection Branch at 916-654-1211.

### **MARKET ENFORCEMENT ADVISORY:**

Attached is the Market Enforcement Advisory Notice for July 2005. If you have questions regarding the notice, please contact the CDFA Market Enforcement Branch at 916-341-6276.